
SPONSORSHIP PROSPECTUS



**AMERICAN ASSOCIATION OF HISPANICS
IN HIGHER EDUCATION, INC.**

M A R C H 1 3 - 1 5 - 2 0 2 4



AAHHE CONFERENCE SPONSORSHIP

The American Association of Hispanics in Higher Education (AAHHE) is an agent of change for improving education, thus enabling Hispanic students to fully participate in a diverse society. AAHHE works collaboratively with all sectors of education, business, industry, as well as community and professional organizations to enhance the educational aspirations and to meet the needs of a significantly increasing Hispanic population.

Over 300 professionals are expected to participate in the 2024 conference. Influencers and decision makers, pioneering and emerging scholars, educators, senior and emerging administrators, faculty members and directors from institutions around the US will come together for two and a half days to network and address the challenges they face every day. The conference will include dynamic keynote speakers, ground breaking plenary sessions, and cutting-edge program sessions.

We invite you to sponsor the American Association of Hispanics in Higher Education (AAHHE) 19th Annual National Conference, March 13-15, 2024 at Washington University, in St. Louis Missouri, as we explore better ways to serve the rapidly growing and flourishing Latinx communities.

By sponsoring the AAHHE annual conference you're directly supporting the continued growth of Latinx scholars and administrators in the US.

Become a sponsor of the 2024 AAHHE National Conference [▶ CLICK HERE ◀](#)

For any questions or for more information regarding the sponsorship packages, please contact Dr. Lucia Gutiérrez, Executive Office, at lucia@aahhe.org.

Sincerely,

Dr. Azara Santiago

Chair
AAHHE Board of Directors

Dr. Cristobal Rodriguez

Chair-elect
AAHHE Board of Directors

Dr. Patrick Valdez

Immediate Past-chair
AAHHE Board of Directors



2024 AAHHE CONFERENCE SPONSORSHIP OPPORTUNITIES

March 13-15, 2024 - Washington University, St. Louis, Missouri

WHO ARE WE?

The American Association of Hispanics in Higher Education (AAHHE) is an agent of change for improving education, thus enabling Hispanic students to fully participate in a diverse society. AAHHE works collaboratively with all sectors of education, business, industry, as well as community and professional organizations to enhance the educational aspirations and to meet the needs of a significantly increasing Hispanic population.

We invite you to sponsor the 2024 AAHHE National Conference on March 13-15, 2024 at Washington University in St. Louis, Missouri, as we explore better ways to serve the rapidly growing and flourishing Latinx communities.

BECOMING A SPONSOR

Your funds will make an impact by helping our organization support research grants, fund programs for AAHHE members, and help cover conference expenses. If you're interested in sponsoring the 2024 AAHHE National Conference, please review our sponsorship opportunities below and submit your payment via the

▶ [CLICK HERE](#) ◀

HOW MANY VIEWS WILL YOUR AD HAVE?

Take advantage of the different sponsorship opportunities and ad options we offer your company, institution or organization.

The advertisements in the digital conference program will reach more than 2,300 viewers; we'll advertise the conference via our social media channels to more than 2,000 social media followers!

SPONSORSHIP LEVELS

The in-person platform of the 2024 conference provides some excellent opportunities for sponsors.

We have five different levels of sponsorship packages and nine different event sponsorships available as well as an in-person Exhibitor Program.



EVENT SPONSORSHIPS

Community College Pre-conference Institute (1 only): receive ALL benefits of the Diamante Sponsorship Package and logo placement on signs at the institute.	\$10,000
Sponsored Awards Dinner (1 only): receive ALL benefits of the Diamante Sponsorship Package and logo placement on signs at the dinner.	\$10,000
Welcome and Opening Plenary session: the formal conference kick-off event on March 13, 2024. Attendees will enjoy opening remarks, the STEM Lecture and orientation to the conference.	\$5,000
AAHHE Book Awards Luncheon (1 only)	\$7,500
Sponsored Fellows Recognition Breakfast (1 only): recognition signage prominently displayed at designated coffee stations, and website and social media recognition.	\$3,750
Sponsored Breakfast: recognition signage prominently displayed at designated coffee stations, and website and social media recognition	\$3,000
Sponsored Coffee Break (2 only): sponsor logo prominently displayed at designated high-traffic coffee stations, website and social media recognition.	\$2,000 each
Sponsored Networking Mixer (1 only): on March 14, 2024; sponsor signage prominently displayed outside reception space; mobile notification push to attendees about reception; limited time mobile app banner.	\$5,000
Tote Bag Sponsor (1 only): sponsor logo on all totes and website, social media and conference program recognition.	\$3,500

EXHIBITOR PROGRAM

In-person only at Washington University; participants in the Exhibitors Program will be provided with a 6-ft table and 2 chairs. Maximum of 10 Exhibitors will be allowed. For more information see the 2024 AAHHE Exhibitor Program Rules & Regulations.	\$2,750
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SPONSORSHIP PACKAGES & BENEFITS

DIAMANTE
\$10,000

ESMERALDA
\$5,000

AMBAR
\$3,750

JADE
\$2,750

ONIX
\$2,000

A concurrent session sponsor recognition.
Logo placement on conference schedule and program & sponsor sign displayed outside of presentation location during concurrent session.



Special recognition at the event and logo placement on the event sponsorship section of: Welcome Opening Plenary Session & AAHHE Awards Luncheon.

* Added value; sold separately.



Sponsor recognition on conference signs.



Logo placement on the plenary session presentation slides.



Logo featured on the AAHHE 2024 conference promotional emails.



1 email.

Conference program recognition: logo on featured sponsors and partners page.



Website recognition: logo on featured sponsors and partners conference webpage.



+ Website link.



+ Website link.



+ Website link.



Four color-ad in digital conference program.
Advertisement dimensions will be provided when ad space is purchased.



Full page.



Full page.



Half page.



Half page.



Quarter page.

Complimentary conference registrations.

3

(\$1,350 value)

2

(\$900 value)

1

(\$450 value)

Speaking Opportunity.

5 min
Introduction
of Speaker

Introduce
Concurrent
Session

Mobile App Banner advertisement to be displayed on the conference mobile app for all in-person and remote attendees.



5 seconds



3 seconds



2 seconds

Social media recognition on all AAHHE's social media channels (Facebook, Twitter, LinkedIn, Instagram).

2 Custom Posts
+ 1 Video Post

Individual recognition with custom caption & image before and after conf. + 60 second video during conf.

Custom Post
+ 1 Video Post

1 Individual recognition with custom caption before conf. + 60 second video during conf.

2 Custom Posts

Individual recognition with custom captions before & during conf.

1 Post + 1 Custom Post

Individual recognition before conf. + Individual post with custom caption during conf.

2 Posts

Group recognition with Onix Sponsors before conf. + Individual recognition during conf.

In-person exhibition table.



**INTERROGATING WAYS OF KNOWING & PRODUCTION AS FORMS OF HEALING:
THE INTERSECTION(S) BETWEEN LAND,
COMMUNITY, AND EDUCATION.**

